



WHICH MAN IS THE MILLIONAIRE?

It's hard to tell him from the bricklayer in America. Both eat the same breakfast cereals, both drive the same fine automobile, wear the same brand of shirt, pull the same brand of beer from the same brand of refrigerator. In America, you don't need a million to look, to live like a millionaire. We may have fewer things than the millionaire, but what we have is just as good. Why? Very simple. Mass production and advertising. Advertising helps put the best of everything within the reach of practically everybody.

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